

HOW  
TO  
CAMPAIGN  
FOR



# TORCHY RUNS FOR MAYOR



**GLENDA FARRELL**  
**BARTON MacLANE**  
Directed by RAY McCAREY  
A WARNER BROS. PICTURE

A TORCHY BLANE ADVENTURE



Original Screen Play by Earle Snell

From an Idea by Irving Rubine • Based on Characters Created by Frederick Nebel



## PUT ON BANNER CAMPAIGN

Decorate your front in real political campaign style. Use blowup of Glenda Farrell in action — making a stump speech for election (still No. 302-X). Surround with plenty of colorful bunting and flags. Get permission to string a large net banner across street, from theatre to building on opposite side.

## Start Your Campaigning By Electing Local 'Torchy' Mayor for Day

Glenda Farrell was recently elected Mayor of North Hollywood in a duly authorized election. Make the most of this by tying in with a local newspaper in a search for local 'Torchy'. Paper runs a coupon daily; readers write in their choice and deposit ballots in lobby of theatre. When local 'Torchy' has been selected arrange with City officials to name her mayor for a day.

Variation on this idea: have a group of girls take over the city government for a day during celebration of Girl Scout's Week. With all the picture and newsbreak possibilities of this stunt, it should be an excellent publicity build-up for your showing of the picture.

## FIND MOST POPULAR GAL SCRIBE

In cooperation with local daily conduct poll among school papers newshawks to find most popular gal reporter. Girl chosen is named local Torchy Blane. Might try to include deal with local paper to give her trial as reporter with regular assignment.

## AROUSE WIDE DISCUSSION

For inquiring reporter or special newspaper interviews get statements from prominent club women, politicians and educators on why they think a woman would or would not make a good mayor. Care, of course, must be taken not to antagonize the local administration.

## 3 Easy Aids — Put 'em to Work

### TACK CARD

**VOTE FOR**  
Bigger and Better Laughs



**TORCHY**  
RUNS FOR  
MAYOR

Yes It's TORCHY BLANE Again in Her Maddest Adventure — 'TORCHY RUNS FOR MAYOR' with GLENDA FARRELL — BARTON MAC LANE — STRAND THEATRE STARTING FRIDAY.

Make up tack cards in typical political poster style as shown. Snipe 'em on billboards, vacant walls, fences, poles, etc. Or make up in small calling-card size and give wide distribution.

### BALLOT

**VOTE THE STRAIGHT**  
**CONFUSION TICKET!**

- TORCHY BLANE .....MAYOR
- STEVE McBRIDE...POLICE CHIEF
- GAHAGAN .....DOG CATCHER

A Vote For Them Is A Vote For  
Bigger And Better Laughs

JOIN THE FUN  
SEE

**"TORCHY RUNS FOR MAYOR"**

Glenda Farrell — Barton MacLane  
STRAND THEATRE — BEGINNING FRIDAY

Gag ballot shown above can be used on reverse side of regular herald or printed on colored stock. If there should be a city election in your town just before or during your showing, be sure to get this "ballot" all 'round town.

### PETITION

WE THE PEOPLE OF THE CITY OF (NAME) exercising our constitutional rights to life, liberty and the pursuit of happiness — and how! — hereby happily endorse TORCHY BLANE as our candidate for bigger and better laughs in "TORCHY RUNS FOR MAYOR" — the funniest picture of the year — now showing at the Strand Theatre.

.....  
.....  
.....  
.....  
.....

Circulate petitions like above. Offer guest passes to youngsters who get the most signatures to their petitions within certain number of days. Might print copy on back of herald.

## Night Club Party For 'TORCHY'

New York's famous "Leon and Eddie's" arranged a gala celebration party honoring Her Honor Glenda Farrell, newly elected mayor of North Hollywood. Take a tip and stage similar affair locally, honoring local Torchy Blane.

TONITE! YOU'RE ELECTED TO ATTEND  
**LEON & EDDIE'S CELEBRATION PARTY**  
 to **GLEND A FARRELL**  
 Warner Bros. Screen Star  
 and new mayor of North Hollywood

'Sly' **EDDIE DAVIS**, public's  
 choice in song, shows the  
 ladies with "Sables & Pearls!"

The **DINNER'S DELICIOUS!**  
*The World-famous*

Full Course Dinner — See The Show —  
 Admission \$ 1.00  
 Dance \$ 1.50  
 No Cover Charge

33 W.  
 52 St.  
**LEON & EDDIE'S**  
 4 SHOWS NITELY - 7:45, 10, 12, 2:30  
 — Every Sunday is Celebrity Nite! —

Reproduction of ad which appeared  
 in New York dailies day of celebration.

## 'TORCHY' TORCHLIGHT PARADE

Everyone loves a parade. And "Torchy Runs For Mayor" offers a good enough reason. Stage this ballyhoo as much like a real political parade as possible. Include brass band; placard carriers, posters, banners, flags, torchlight flares, etc. Brighten up the contingent by placing pretty girls at the head of the parade, and on floats.

## SEND GREETINGS TO HER HONOR

If your city boasts a well known woman in public office, arrange to have her send a special greeting to Her Honor, the Mayor of North Hollywood — Glenda Farrell. The greeting and answer should get space in local dailies, tying into your showing of "Torchy Runs For Mayor."

## 'KISSES' PUT OVER YOUR SHOW

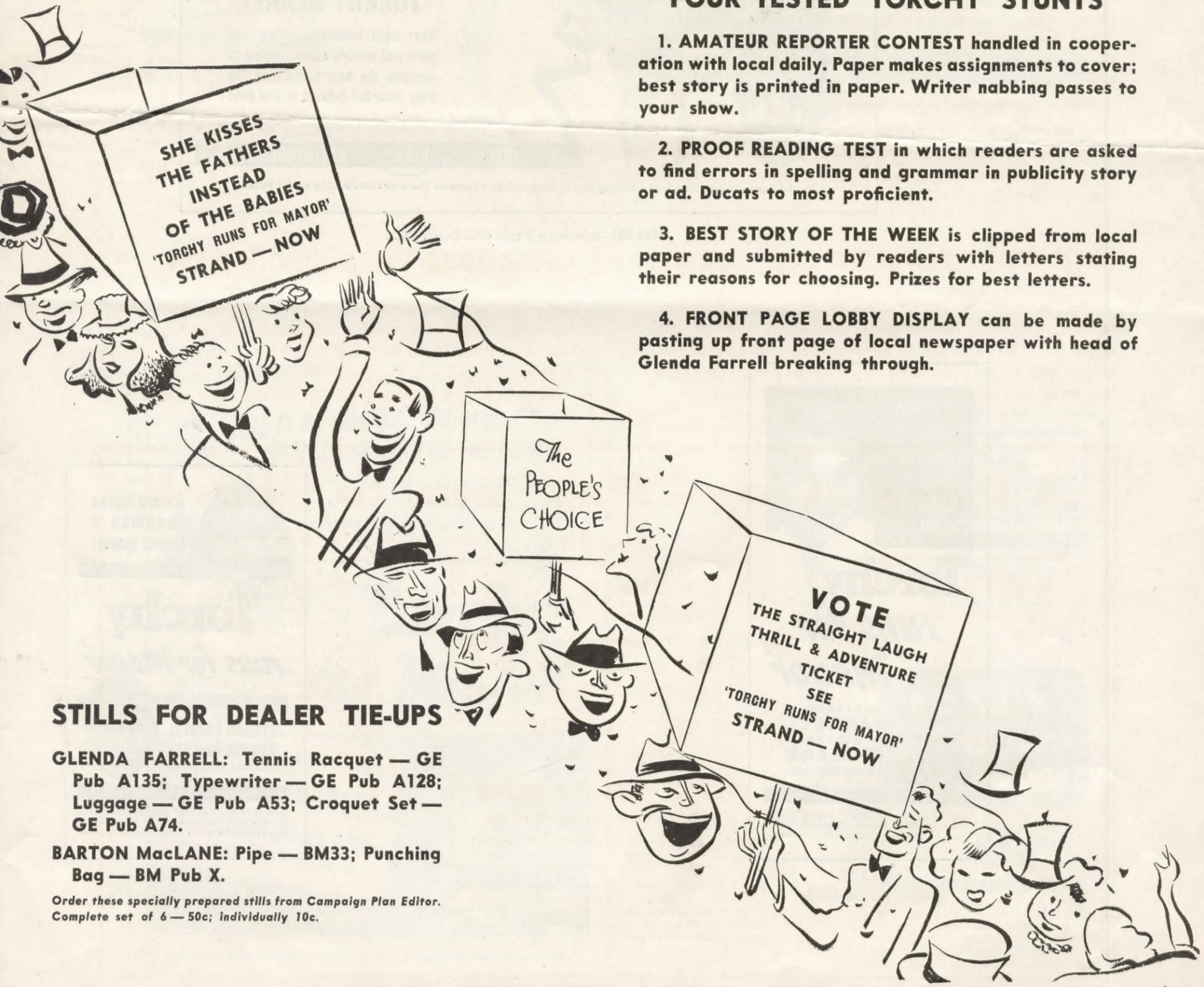
Tieup with some local candy company to distribute candy kisses. Pretty blonde gals on busy corners distribute them to men. Copy on candy reads: "Torchy Blane gives kisses to the fathers instead of the babies to be elected for Mayor". Add picture title, billing and theatre imprint.

## USE CUTOUTS IN LOBBY

Dress up your lobby and front with cutouts from the posters. Both the six sheet and three sheet offer splendid cutout possibilities for single and double heads of Glenda Farrell and Barton MacLane. They can be used to advantage in wall frames or animated displays.

## FOUR TESTED 'TORCHY' STUNTS

1. **AMATEUR REPORTER CONTEST** handled in cooperation with local daily. Paper makes assignments to cover; best story is printed in paper. Writer nabbing passes to your show.
2. **PROOF READING TEST** in which readers are asked to find errors in spelling and grammar in publicity story or ad. Ducats to most proficient.
3. **BEST STORY OF THE WEEK** is clipped from local paper and submitted by readers with letters stating their reasons for choosing. Prizes for best letters.
4. **FRONT PAGE LOBBY DISPLAY** can be made by pasting up front page of local newspaper with head of Glenda Farrell breaking through.



## STILLS FOR DEALER TIE-UPS

**GLEND A FARRELL:** Tennis Racquet — GE Pub A135; Typewriter — GE Pub A128; Luggage — GE Pub A53; Croquet Set — GE Pub A74.

**BARTON MacLANE:** Pipe — BM33; Punching Bag — BM Pub X.

Order these specially prepared stills from Campaign Plan Editor.  
 Complete set of 6 — 50c; individually 10c.

Ready-to-Use Action-Comedy ADS on the next 3 pages

# ADVERTISING

*She can't lose...she kisses the fathers instead of the babies!*



## "Torchy runs for Mayor"

with  
**GLEND A FARRELL  
BARTON MacLANE**  
Directed by RAY McCAREY  
A WARNER BROS. PICTURE





**Now Is the Time for All Good Men to Come to the Aid of THAT CERTAIN PARTY, TORCHY BLANE!**

That right honorable honey is in plenty of trouble again...trying to convince the body politic that the body beautiful belongs in City Hall!

A TORCHY BLANE ADVENTURE 

Original Screen Play by Earle Snell • From an Idea by Irving Rubine • Based on Characters Created by Frederick Nebel

Mat 301—6 inches x 3 cols. (246 lines)—45c

Meet that right honorable honey...  
**TORCHY BLANE!**



### "Torchy runs for Mayor"

with **GLEND A FARRELL  
BARTON MacLANE**  
A WARNER BROS. Picture



A TORCHY BLANE ADVENTURE 

Directed by RAY McCAREY • Original Screen Play by Earle Snell • From an Idea by Irving Rubine  
Based on Characters Created by Frederick Nebel

Mat 109  
4 inches (57 lines)—15c



A dark horse becomes a blonde mayor!

### "Torchy runs for Mayor"

with **GLEND A FARRELL  
BARTON MacLANE**  
A WARNER BROS. Picture



A TORCHY BLANE ADVENTURE 

Directed by RAY McCAREY • Original Screen Play by Earle Snell • From an Idea by Irving Rubine  
Based on Characters Created by Frederick Nebel

Mat 108  
3 1/4 inches (45 lines)—15c

Lift This Page For Additional Advertising

"Because my candidate promises this city more laughs, thrills and adventures than it's ever had..."



**"Torchy runs for Mayor"**

with **GLEND A FARRELL**  
**BARTON MacLANE**



A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE

Directed by RAY McCAREY • Original Screen Play by Earle Snell • From an Idea by Irving Rubine Based on Characters Created by Frederick Nebel

Mat 110  
6 inches (85 lines)—15c

**WHEN TORCHY RUNS FOR MAYOR... THE MAYOR RUNS FOR HIS LIFE!**



Vote the straight laugh, thrill and adventure ticket, and Torchy promises to mop up the crooked politicians, cop a cop's heart, top everything she's done before!

**"Torchy runs for Mayor"**

with **GLEND A FARRELL**  
**BARTON MacLANE**




Directed by RAY McCAREY  
A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE

Original Screen Play by Earle Snell • From an Idea by Irving Rubine • Based on Characters Created by Frederick Nebel

Mat 208—6 1/8 inches x 2 cols. (174 lines)—30c

*She's sure to be elected... SHE KISSES THE FATHERS INSTEAD OF THE BABIES!*



Now's the time for all good men to come to the aid of that certain party, America's yellow haired peril, Torchy Blane!



**"Torchy runs for Mayor"**

A WARNER BROS. Picture  
with **GLEND A FARRELL**  
**BARTON MacLANE**  
Directed by RAY McCAREY



A TORCHY BLANE ADVENTURE

Original Screen Play by Earle Snell • From an Idea by Irving Rubine • Based on Characters Created by Frederick Nebel

Mat 204—5 1/4 inches x 2 cols. (146 lines)—30c

**"Torchy runs for Mayor"**

with **GLEND A FARRELL**  
**BARTON MacLANE**

A TORCHY BLANE ADVENTURE

Directed by RAY McCAREY • Original Screen Play by Earle Snell • From an Idea by Irving Rubine • Based on Characters Created by Frederick Nebel • A WARNER BROS. Picture

1 1/2 inches (19 lines)

**"Torchy runs for Mayor"**



with **GLEND A FARRELL**  
**BARTON MacLANE**  
A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE

Directed by RAY McCAREY • Original Screen Play by Earle Snell • From an Idea by Irving Rubine Based on Characters Created by Frederick Nebel

2 1/2 inches (33 lines)

TWO ADS ON ONE MAT  
Mat 107 — 15c

**VOTE THE STRAIGHT  
con-FUSION TICKET!**

**TORCHY BLANE  
FOR MAYOR!**

**STEVE McBRIDE  
FOR POLICE  
COMMISSIONER!**

**'BIG BRAIN'  
GAHAGAN FOR  
DOG CATCHER!**

**A VOTE FOR THEM  
IS A VOTE FOR  
BIGGER AND  
BETTER LAUGHS!**

**"Torchy  
runs for  
Mayor"**

A WARNER BROS. Picture with  
**GLENDa FARRELL  
BARTON MacLANE**

A TORCHY BLANE ADVENTURE

Directed by RAY McCAREY • Original Screen  
Play by Earle Snell • From an Idea by Irving Rubine  
Based on Characters Created by Frederick Nebel

Mat 111  
5 1/4 inches (72 lines)—15c

**"Marry Me And Be Police Commissioner!  
Stay Single And Be The Dog-Catcher!"**

**Torchy  
runs for  
Mayor**

with  
**GLENDa FARRELL • BARTON MacLANE**

Directed by RAY McCAREY • A WARNER BROS. Picture

A TORCHY BLANE ADVENTURE

Ever see a political  
ring turned into a  
wedding ring? No?  
Then just keep an  
eye on that right  
honorable honey,  
Torchy Blane!...

Original Screen Play by Earle Snell • From an Idea by Irving Rubine • Based on Characters Created by Frederick Nebel

Mat 205—4 1/2 inches x 2 cols. (124 lines)—30c

Now she's a right honorable honey!

**"Torchy  
runs for Mayor"**

with  
**GLENDa FARRELL • BARTON MacLANE**

Directed by RAY McCAREY • Original Screen  
Play by Earle Snell • From an Idea by Irving Rubine  
Based on Characters Created by Frederick Nebel

A TORCHY BLANE ADVENTURE

Mat 207—2 inches x 2 cols. (52 lines)—30c

**"Torchy  
runs for  
Mayor"**

with  
**GLENDa FARRELL • BARTON MacLANE**

**"Marry me and be  
police commissioner! Stay single  
and be the dog-catcher!"**

A TORCHY BLANE ADVENTURE

Directed by RAY McCAREY • Original Screen Play by Earle Snell • From an Idea by Irving Rubine • Based on Characters Created by Frederick Nebel • A WARNER BROS. PICTUR

Mat 206—2 1/4 inches x 2 cols. (64 lines)—30c

SELLS ALL THE ANGLES

**VITAPHONE  
TRAILER**

RIGHT FROM YOUR SCREEN

### **Vitaphone Shorts**

**LOONEY TUNE COMEDY** — with Porky having 'Chicken Jitters' when a fox invades his chicken farm and tries his tricks. Sly fun for all. 4810—7 mins.

**DAVE APOLLON AND ORCHESTRA** — the International favorites offer sure-fire entertainment with novel arrangements and talent. 4706—Melody Masters—10 mins.

**'THUGS WITH DIRTY MUGS'** — a mile-a-minute laugh packed take-off on a famous gangster film that leaves you gasping. 4517—Technicolor Merrie Melody—7 mins.

**FLOYD GIBBONS ADVENTURE STORY** — about 'Voodoo Fire' in Haiti. A thrilling tale of age-old tribal customs. 4309—Your True Adventures—12 mins.

#### **WATCH FOR**

"Sons of Liberty"—The story of Haym Salomon, featuring Claude Rains, Gale Sondergaard, James Stephenson, Donald Crisp. Directed by Michael Curtiz. Filmed in Technicolor. This 2-reel production is receiving feature-length build-up!

### **Official Billing**

WARNER BROS.	40%
Pictures, Inc. Presents	5%
<b>"TORCHY RUNS FOR MAYOR"</b>	100%
with	
<b>GLENDa FARRELL • BARTON MacLANE</b>	60%
Directed by Ray McCarey	15%
Original Screen Play by Earle Snell	3%
From an Idea by Irving Rubine	2%
Based on Characters Created by Frederick Nebel	2%
A Warner Bros. Picture	5%



Mat 201—30c

**TORCHY BLANE FOR MAYOR** is this attractive young lady's slogan in a scene from "Torchy Runs for Mayor." And no wonder, it's Glenda Farrell, as Torchy herself in the Warner Bros. series. With Barton MacLane and a large cast at the Strand Friday.

(Lead)

## 'Torchy Runs For Mayor' As Did Glenda Farrell

Torchy Blane has become so famous and popular that it was inevitable she should go into politics, and that is just what she does in "Torchy Runs for Mayor," the latest picture in the Warner Bros. series about the clever and intrepid girl reporter, opening at the Strand Theatre next Friday.

Torchy is again played by Glenda Farrell, and Barton MacLane, as Steve McBride, again shares her adventures, with the inevitable Gahagan of Tom Kennedy to make bad matters worse.

Torchy's boss is still Joe Cunningham, and other familiar faces are those of Frank Shannon, and George Guhl as well as John Miljan, Joe Downing, Irving Bacon, John Butler and Charles Richman.

Her new picture is based on her campaign for mayor in the fictitious city where she is a star reporter. With no intention of running for public office, but merely to get a good story, Torchy sets out to get evidence that a certain Dr. Dolan has political and governmental control of the city. She gets her evidence but her paper refuses to use the story and she is fired. She carries her evidence to the



Mat 103—15c

Glenda Farrell

Dolan's men murder the publisher.

Finding the recall petitions, McBride writes her name in as the candidate as a gag. Torchy takes the matter seriously, however, and enters upon a vigorous campaign, announcing that she is going to lay her evidence before the grand jury.

Dolan's men kidnap her, but McBride forces one of them to reveal where she is held. Meanwhile another of the gangsters has put a bomb in McBride's car which will go off when the siren is sounded.

McBride and Gahagan, with some more cops, rescue Torchy, and when Dolan attempts to escape in McBride's car, the underworld boss is blown to bits.

### Killed Again

John Miljan, born at Lead City, S. D., of non-professional parents, estimates that he has played 875 roles of every possible description during his fourteen years on the stage and seventeen years on the screen. He has met violent death in fifty-two different ways but never before was blown to bits by a bomb as he is in Warner Bros.' "Torchy Runs for Mayor," which opens at the Strand Theatre next Friday.

### Wears Novel Shoes

Glenda Farrell strikes a new angle with her rocker soled shoes. They are very chic adaptations of Dutch girl wooden shoes, for they combine wine-colored mesh and suede and are without toes or heels. The more conservative side of the blonde Glenda likes high-heeled boulevard oxfords of black pin seal, which is a new thought in shoe leather. Glenda's latest Warner Bros. picture, "Torchy Runs for Mayor," opens next Friday at the Strand.

## Mayor Glenda Farrell Frowns On Baby Kissing

Glenda Farrell swept into office as the mayor of North Hollywood without kissing a baby.

However, during the filming of "Torchy Runs for Mayor," her latest Warner Bros. picture, which opens at the Strand Theatre next Friday, she had to spend an entire day kissing an infant. That, according to Director Ray McCarey, was the touch of realism needed to bring authenticity to the scene, which was of the events immediately following Torchy Blane's inauguration as mayor.

Constituents thronged her office to wish her well. There were flowers and sheafs of telegrams — but no baby.

Director McCarey sent out a rush call to "casting" and four-months-old Charles Buddy Dolan and his mother soon arrived. But Glenda demanded something else and that was a doll the size of the baby.

"If I had a baby," she said,

"I wouldn't want a stranger to kiss it."

So the baby had his time be-



Mat 102—15c

Glenda Farrell

fore the camera but for the kissing Glenda kissed the doll.

## Barton MacLane Fearless Except When Facing Gals

Barton MacLane writes poetry. You don't have to like it but you'd better not poke fun at it. For MacLane combines the sensitivities of the poet with the aggressiveness of a Hell's Kitchen truck driver.

He's afraid of no man. He'd take Joe Louis on in a minute. He knows he'd get a beating. But that's all right — he's taken these before from lesser opponents.

But he's afraid of women. Which is why MacLane continues to be one of Hollywood's most eligible bachelors. "When



Mat 101—15c

Barton MacLane

and if I do get married," he says, "it will be to a girl who can bake biscuits and mend socks and is content to sit back and watch Papa MacLane meet the weekly expense."

That's why he likes his role in the Warner Bros. Torchy Blane series, the latest of which, "Torchy Runs for Mayor," opens at the Strand Theatre next Friday. His romance with Glenda Farrell, as Torchy Blane, is a hail-fellow-well-met proposition; he buys her steaks; gives her scoops on stories; promises to marry her — but never kisses her.

Paradox is the keynote in the MacLane makeup. At Wesleyan College, he was recognized as one of the most promising playwrights and poets in the student body. At the same time, he was star of the football team, in the halfback position. Even in those early days, he was known to be afraid of most women.

### Scientific Farmer

Barton MacLane, who co-stars with Glenda Farrell in "Torchy Runs for Mayor," the Warner Bros. picture opening at the Strand Theatre next Friday, is renewing his interest in scientific farming on his ranch near Encino, Calif. He is experimenting now with a new summer squash which he hopes will be tastier than present varieties.

### Baby-Faced Killer

Joe Downing once planned to become a great Shakespearean actor. But, after a brilliant career on Broadway, he went to Hollywood where his slight build and innocent appearance placed him immediately in demand as a baby-faced killer type of gangster. Recently he brought his nefarious ways to Warner Bros.' "Torchy Runs for Mayor."

### CAST

Torchy Blane.....	GLEND A FARRELL
Steve McBride.....	BARTON MACLANE
Gahagan.....	Tom Kennedy
Dr. Dolan.....	John Miljan
Captain McTavish.....	Frank Shannon
Maxie.....	Joe Cunningham
Desk Sergeant.....	George Guhl
O'Brien.....	Joe Downing
Hogarth Ward.....	Irving Bacon
Chuck Ball.....	John Butler
Mayor.....	Charles Richman
Dibble.....	John Harron
Skinner.....	Walter Fenner
Reynolds.....	Millard Vincent
Stone.....	Joe Devlin

### PRODUCTION STAFF

Directed by.....	Ray McCarey
Original Screen Play by.....	Earle Snell
From an Idea by.....	Irving Rubine
Based on Characters Created by.....	Frederick Nebel
Photography by.....	Warren Lynch, A.S.C.
Art Director.....	Max Parker
Dialogue Director.....	Arthur Ripley
Film Editor.....	Everett Dodd
Sound by.....	Lincoln Lyons

Length—5,382 ft.

Running Time—60 min.



Mat 202—30c  
**THE ARM OF THE LAW** reaches out to rescue Glenda Farrell, playing the heroine in Warner Bros. "Torchy Blane Runs For Mayor." Barton MacLane carries "Torchy" as Tom Kennedy takes care of the villain. The Warner Bros. series film is now at the Strand Theatre.

(Opening Day)

## 'Torchy Runs for Mayor' Opening at Strand Today

Glenda Farrell parallels a real-life experience in "Torchy Runs for Mayor," the latest in the Warner Bros. series of Torchy Blane pictures, which opens today at the Strand Theatre — only the motion picture parallel is much more exciting and interesting than the actual experience which inspired the picture.

Miss Farrell, who has become so completely identified with the character she enacts in the Warner Bros. series that even her friends call her Torchy, ran for mayor of North Hollywood and was elected.

It was a good-natured campaign in a well-behaved little community where there are no very serious civic problems. Running for mayor, however, in the big city where Torchy Blane has become a star reporter, is distinctly another matter.

Vice and crime are rampant

in the city and it is because of Torchy's expose of the political reasons for that fact that she finds herself nominated for mayor in a recall election.

In an attempt to shut her up, the vice lord of the city has thugs kidnap her, but she is rescued by the ever-reliable Steve McBride, the boss gangster is blown to pieces by an infernal machine that was intended to kill McBride, Torchy is elected and she makes McBride chief of police.

Barton MacLane again plays opposite Miss Farrell in the role of McBride, and Gahagan is again played by Tom Kennedy. Others in the cast include John Miljan, Joe Cunningham, Joe Downing, Frank Shannon, George Guhl, Irving Bacon and John Butler.

The screen play was written by Earle Snell, the production was directed by Ray McCarey.

### Secret Illness

Barton MacLane, when he reported for his role in "Torchy Runs for Mayor," the Warner Bros. picture now playing at the Strand Theatre, revealed that he was convalescing from a serious ear infection which had endangered his life for weeks.

### Sleep Baby Sleep

Glenda Farrell turned over her dressing room to Charles Buddy Dolan, four-months-old baby working with her in "Torchy Runs for Mayor" at the Warner Bros. Studio and spent all her time shushing people so he could nap between scenes. The baby could only spend 30 seconds on the set at a time, according to state law. The latest "Torchy" film now at the Strand Theatre stars Glenda Farrell and Barton MacLane, with a large name cast. Directed by Ray McCarey.

### Just Call It "X"

Censorship regulations won't permit mention of a deadly poison in a picture so the script for Warner Bros. "Torchy Runs for Mayor," featuring Glenda Farrell and Barton MacLane, which is now running at the Strand Theatre, had to be rewritten with the entirely fictitious "toxic chloride" substituted for the acid, previously mentioned as the lethal agent.

### Sews To Music

When Glenda Farrell, heroine of "Torchy Runs for Mayor," the Warner Bros. picture opening Friday at the Strand Theatre, sews or crochets at home, she likes to sit in a rocking chair with a music box attachment which plays old-fashioned tunes.

### Actor Accidently

Joe Cunningham, widely known newspaperman who plays the city editor in Warner Bros. "Torchy Runs for Mayor," which is now playing at the Strand Theatre, gave up his newspaper career to become a technical advisor on the filming of newspaper stories. He displayed such talent as an actor, however, that he is kept busy in that capacity and rarely finds time to act as technical adviser.

### Early To Bed

Glenda Farrell always retires no later than eight p.m. when working, she revealed during the filming of Warner Bros. "Torchy Runs for Mayor," now playing at the Strand Theatre, and then she wears herself out taking care of business affairs by telephone for several hours. Glenda is mayor of North Hollywood, California and takes her job seriously. She keeps busy both as an actress and a mayor.

## WHY KISS BABIES THEY DON'T VOTE —GLENDA FARRELL

"Why kiss babies? They don't vote," replied Glenda Farrell to a question about her rather unorthodox campaign methods when she was running last fall for the office of mayor of North Hollywood, a sizeable community near the Warner Bros. Studio, where she works.

"Political osculation," she explained, "has been wasted on non-voters. Anybody I'll kiss will be over voting age."

That Glenda had the right ideas about the way to campaign seems to have been proven by the fact that she was an easy victor in the election and is today the only woman chief executive of a community as large as North Hollywood.

It was her election to this post which gave Warner Bros. the idea for the latest of her series of Torchy Blane pictures, "Torchy Runs for Mayor," which is the current attraction at the Strand Theatre. As has been the case from the beginning of the series, Barton MacLane and Tom Kennedy share top acting honors with Glenda in the new picture.



Mat 105—15c  
 Glenda Farrell and Barton MacLane in "Torchy Runs For Mayor" at the Strand Theatre.

## TOM KENNEDY HAD TO LEARN DUMB ACT

It may seem a bit perplexing to exponents of higher education but —

Tom Kennedy had to go to school to learn to be dumb.

He graduated with high honors, as is apparent to the legions who



Mat 104—15c  
 Tom Kennedy

now playing at the Strand Theatre.

Tom's success on the screen was steadily sure. He had the build and physiognomy which went with the characterizations which have now made him famous — but he spoke with too cultured an accent. So Tom went back to school.

(Review)  
**Glenda Farrell Winner In  
 'Torchy Runs for Mayor'**

**STORY SYNOPSIS** (not for publication) Torchy Blane (Glenda Farrell) unearths evidence of local political corruption. She discloses names of the vice leaders, and heads a party reform. With the aid of Steve McBride (Barton MacLane) and Gahagan (Tom Kennedy) she smashes the league, gets herself elected Mayor, and then proceeds to make McBride police commissioner.

The picture-going public was as much the gainer as the citizens of the little home community of North Hollywood when Glenda Farrell last fall ran for mayor of that town.

Glenda's fellow citizens gained by getting a smart as well as charming mayor, while picture-goers were the gainers because the incident was the inspiration for one of the very best of the Warner Bros. series of Torchy Blane pictures, "Torchy Runs for Mayor," which opened yesterday at the Strand Theatre.

Glenda is the same Torchy as of yore in the new picture, and her faithful companion adventure, Steve McBride, is again portrayed by Barton MacLane, with huge Tom Kennedy as the well-intentioned but not always helpful Gahagan.

Others in the cast including Frank Shannon, Joe Cunningham and George Guhl are recognized gratefully, and the newcomers, John Miljan, Joe Downing and John Butler, give vivid performances.

She finds herself running for the office in a recall election mainly because she has unearthed a damaging tale of control of the city government by the forces of the underworld led by one Dr. Dolan.

That underworld czar does not intend to leave the verdict up

to the voters and he has some of his thugs kidnap Torchy. As usual, it is McBride who comes to her rescue, and he succeeds not only in rescuing her but in avoiding being blown to pieces



Mat 106—15c  
 Glenda Farrell and Tom Kennedy in "Torchy Runs For Mayor" at the Strand Theatre.

by a bomb which has been planted in his automobile. Dr. Dolan becomes the victim of the bomb, Torchy is elected mayor. And she makes McBride her chief of police.

The screen play was written by Earle Snell and Ray McCarey directed the production.

## Mayor Glenda Farrell Favors Woman President

A woman should be President of the United States.

"Well, not any woman," Glenda Farrell amends this thought provoking statement, "but a woman would make an excellent Chief Executive. Women are born politicians, born rulers."

Glenda herself started her political career shortly before the filming of her "Torchy Runs for Mayor," the latest in the Warner Bros. Torchy Blane series, which is now running at the Strand Theatre.

She not only ran for mayor of North Hollywood, Calif., in a duly authorized election but was elected by an overwhelming majority. Her nearest competitor was the write-in candidate, "Torchy Blane," the character Glenda plays in the popular

screen series, who finished second, while Bing Crosby finished third.

She won office on a platform based on strong political reasoning. Kissing babies had no place in her campaign; she saved her kisses for the glistening pates of bald-headed men who could vote for her.

"Women always have been the power behind the throne," says Glenda. "History is filled with stories of women who have inspired and advised rulers and told them what to do . . ."

"Yeah," put in Barton MacLane who happened to be passing, "and history is full of women who lost their heads because of their fancied power and the advice they gave. Wherever there's a woman, there's trouble."



Mat 203—30c  
 Glenda Farrell and Barton MacLane plan the mayoralty campaign for "Torchy For Mayor" in this scene from "Torchy Runs For Mayor." The Warner Bros. series thriller is currently at the Strand.



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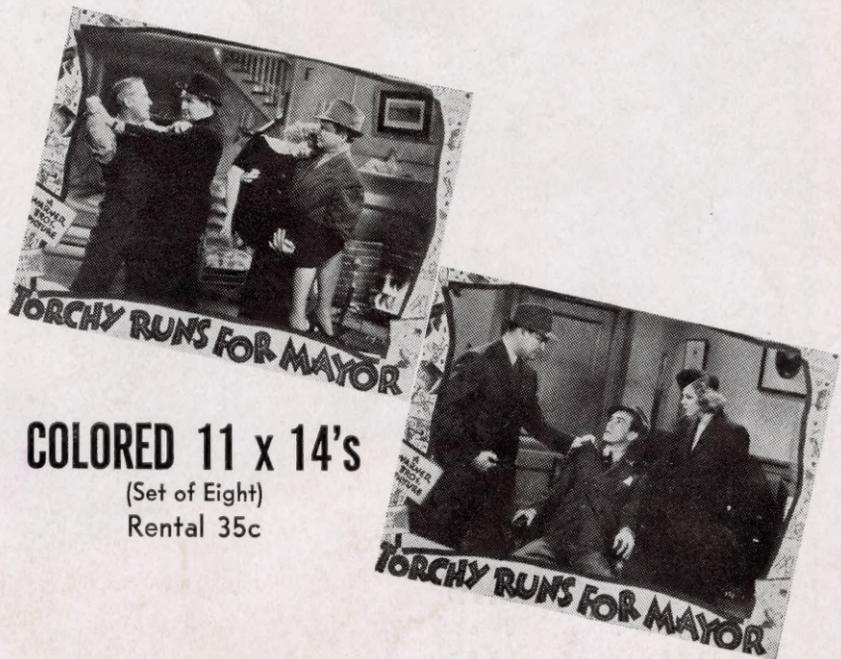
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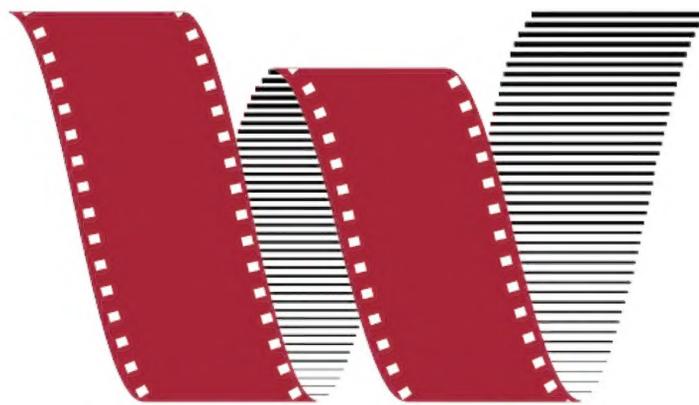


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